



# Utica Junction of Roseville

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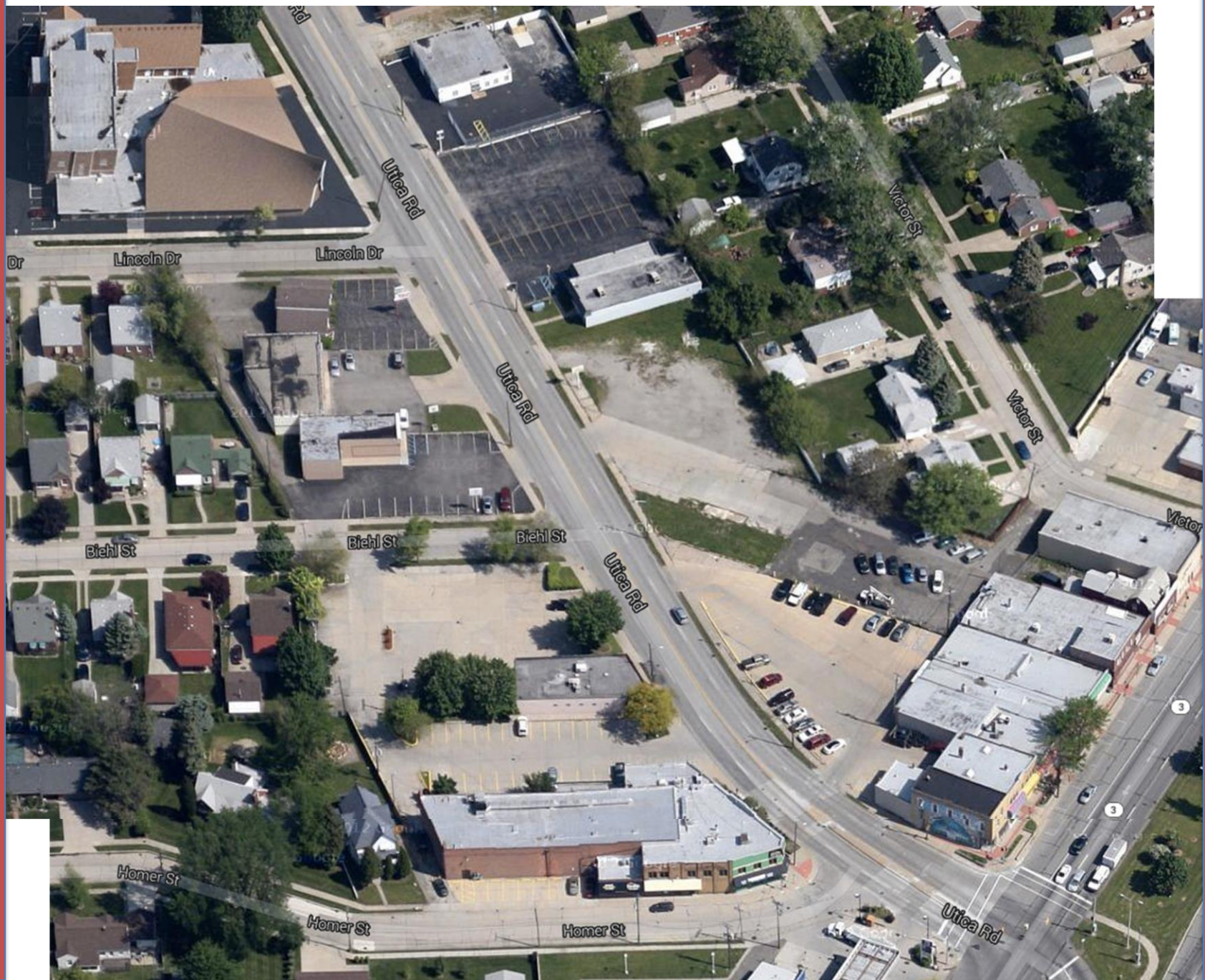
James Carpenter

August 7<sup>th</sup> 2013

# Introductions

- Who: All the stakeholders in Roseville
- What: The goal is to create a downtown experience
- Why: National and local trends, a return to downtown environments
- Where: Utica and Gratiot
- How: A building that creates a sense of place and excites the sidewalk









# Zooming out: National Trends

- Return to cities & urban environments
- Developers and business owners have taken note
- People are getting married later in life
- It is a different mindset—the pedestrian, not the car, is number one
- Programming is the key to success, not square feet



# Zooming out: National Trends

- Third place: a place to relax and meet with friends
- Outdoor dining
- Exciting, active sidewalks
- Return of local owner operators, especially in coffee
- Local brewpubs are popular as well
- Mix of time, mix of uses—one business feeds off the other



# 3<sup>rd</sup> place

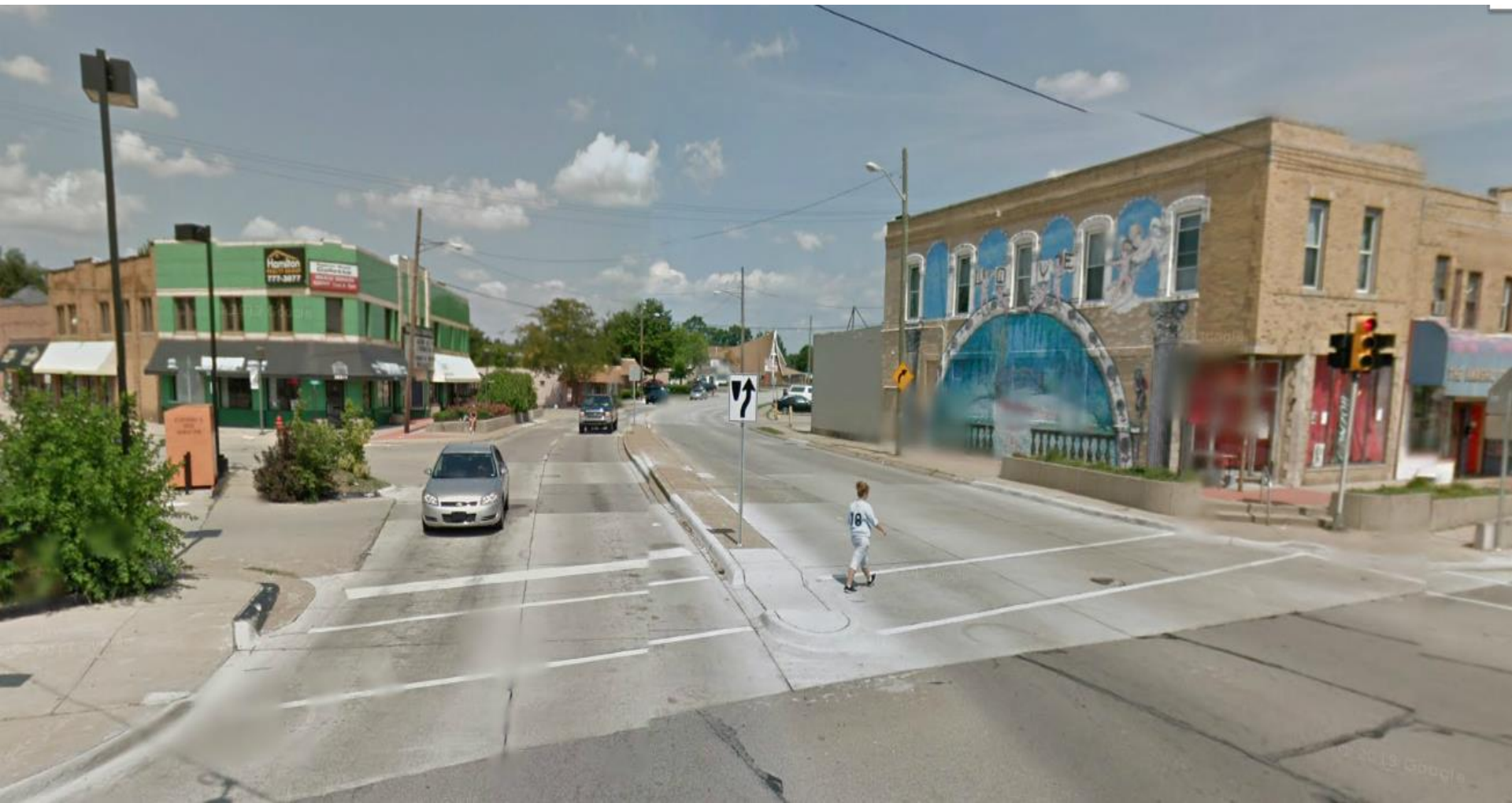




# The Other National Trend

- Strip mall development is alive and well, but in new areas: think M-59
- Old strip malls are tough to work with...
- Buildings are often obsolete
- Big box is not a good neighbor: won't sell, buildings do not age gracefully
- Car dealers will never line Gratiot like they used to
- Key takeaway: vacancy breeds vacancy

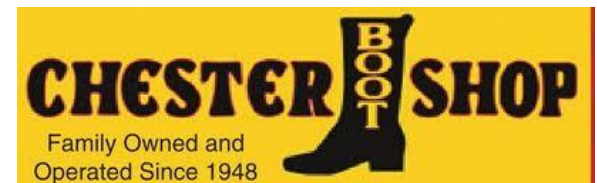






# Why Utica Junction?

- Location, location, location
- Walkable potential, also quiet
- 20 minute drive from many locations, good demographics
- Roadside visibility from Gratiot
- Opportunity to redesign Utica Road: we have a relatively clean slate
- Extremely strong traffic counts—let's get them to spend some money in Roseville
- Competitive advantage: not many downtowns like this in Macomb County



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# About the Demographics...

Eastpointe: 32,487

Clinton Township: 96,796

St. Clair Shores: 59,798

Warren: 134,243

Centerline: 8,269

Fraser: 14,501

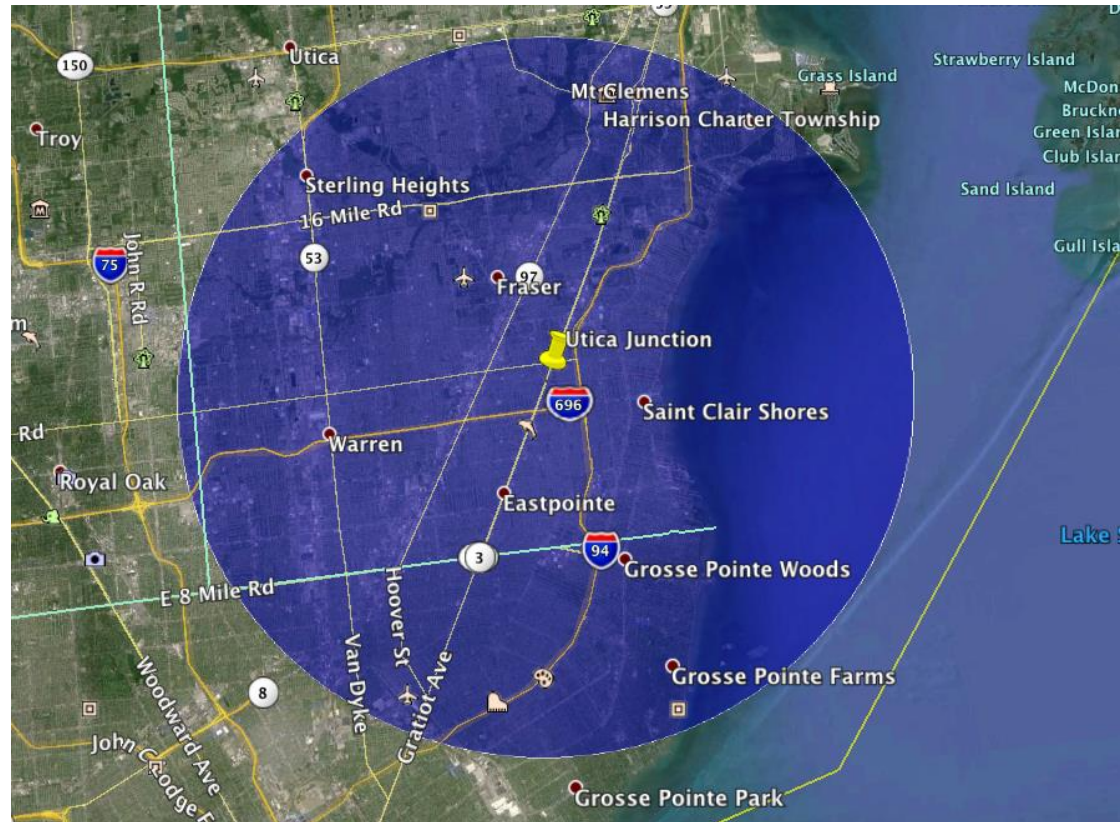
Harper Woods: 14,092

Grosse Pointes: 44,608

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Grand total: 404,794

potential diners and shoppers



- ~8 Mile Radius
- ~20 Minute travel time

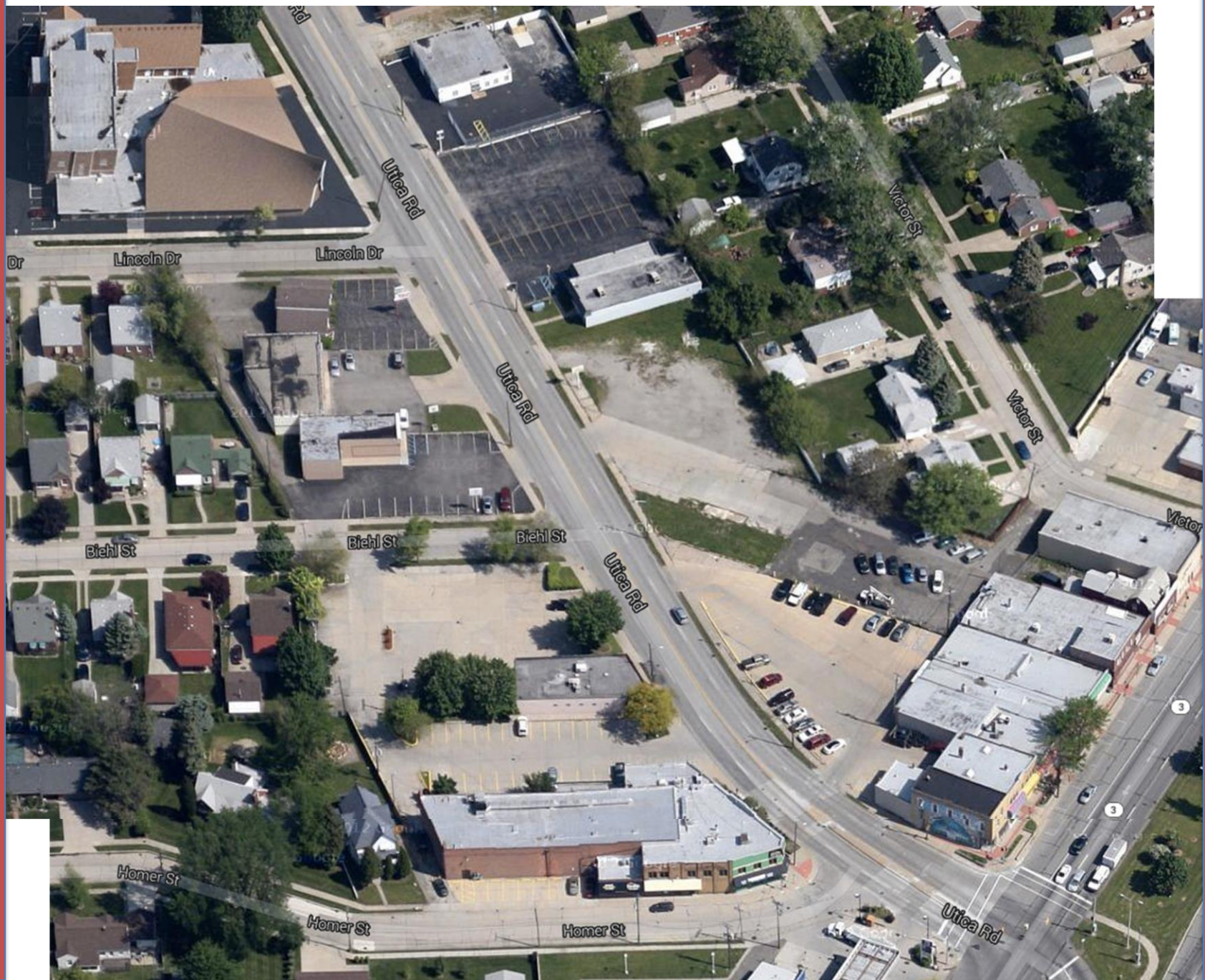
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# Goals

- Create a downtown for Roseville to be proud of--a catalyst for new development
- Excite sidewalk & sense of place
- Destination eating 7AM-Midnight, regional draw
- Leverage site advantages
- Generate economic development/create jobs
- Increase tax base, increase quality of life, increase home values especially in ¼ mile
- Be the first to the market!!!!

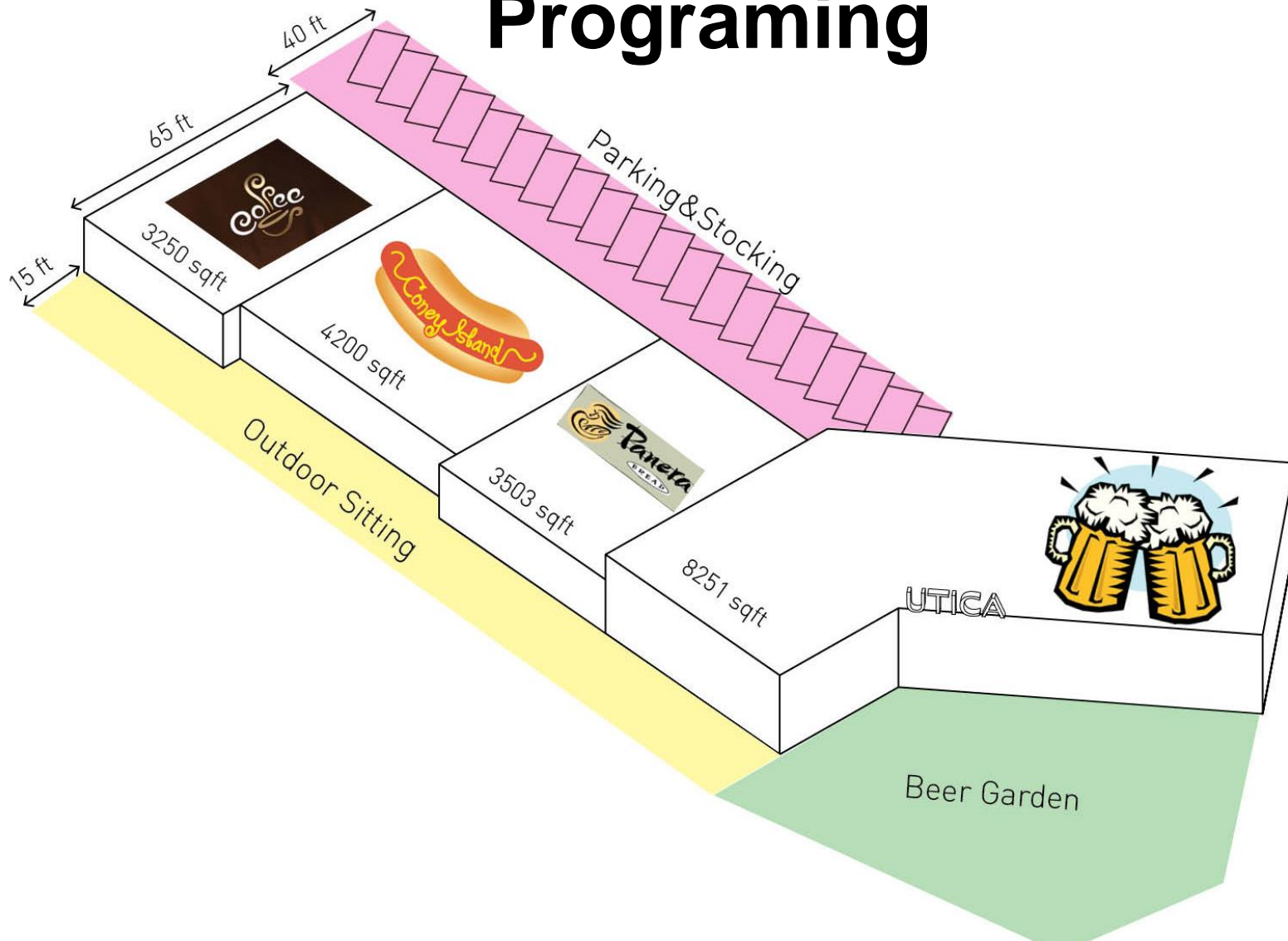






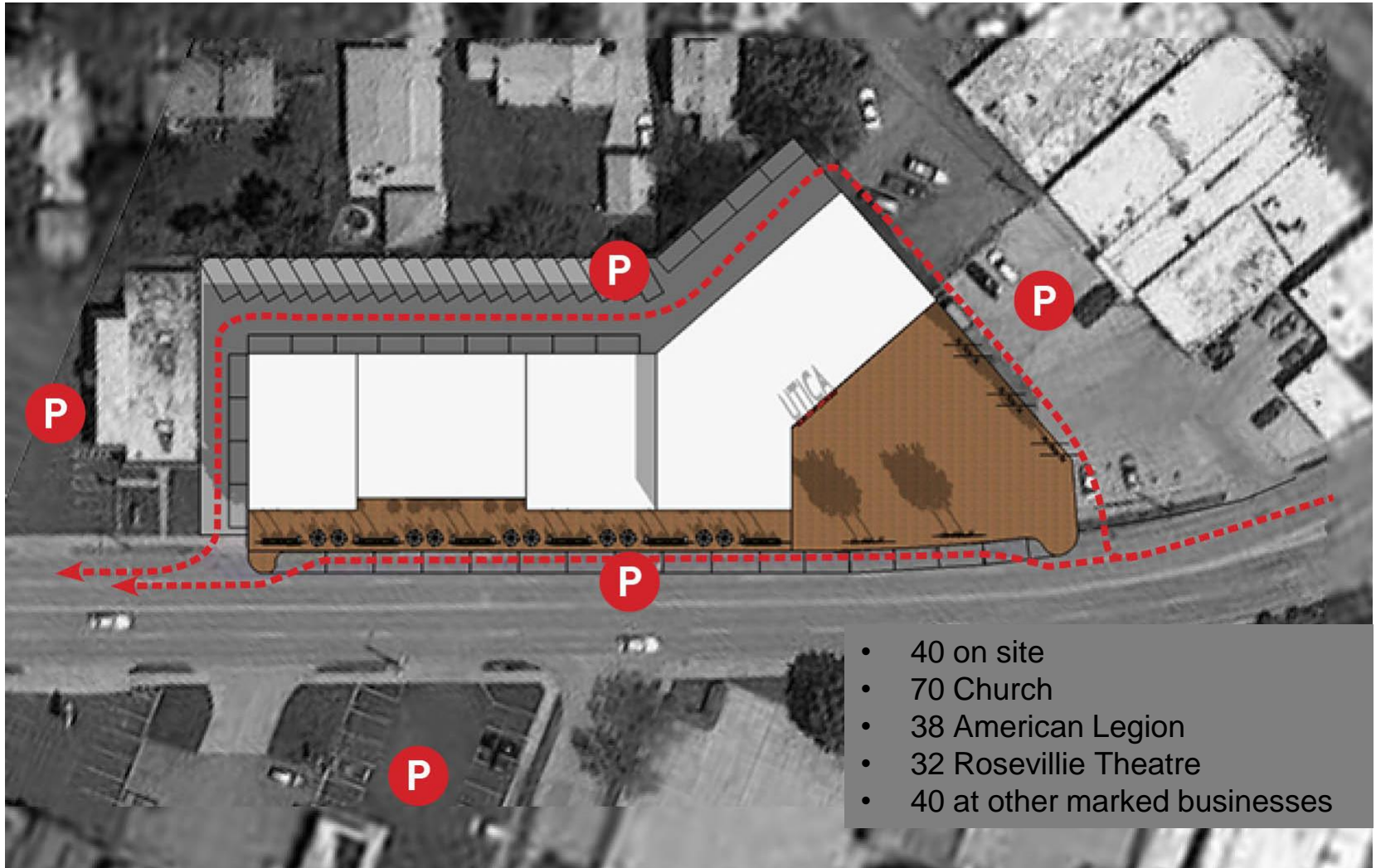


# Programing





# Circulation and Parking



# Vacant Lot





# The 3<sup>rd</sup> Place



# Poor Walkability





# Sidewalk improvement



# TRAFFIC COUNTS

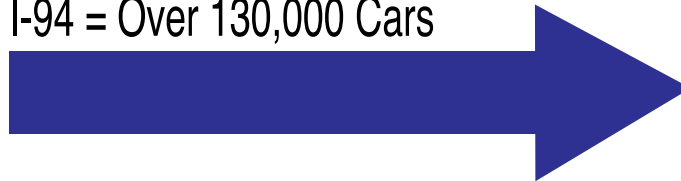
Gratiot Ave. = Over 100,000 Cars



Groesbeck Hwy. = Over 30,000 Cars



I-94 = Over 130,000 Cars



I-696 = Over 100,000 Cars



The Best of Both  
Worlds: walkable  
and accessible by  
car

Utica Rd. = Over 10,000 Cars



# Financials

## Development Feasibility Snapshot

	Retail		
Total SF	19204		
Excess Gross Leasable Area	10953	8,251 SF used for Brew Pub	
Rent Justified Total Construction Costs	\$ 3,360,700		
Estimated Total Construction Cost (from Cost Justified Rents)	\$ 2,600,430		
Construction Costs in Excess of Rent Justified Costs			
Market Rents in Excess of Estimated Construction Costs	\$ 760,270	Does not include potential of Owner Operated Restarant	

# Financials

Cost Justified Rents		
	Retail Per SF	Total
Land Cost	\$ 7.81	\$ 150,000.00
Base Construction (including Contractor and Architect)	\$ 110.00	\$ 2,112,440.00
Site/Zoning/Planning Costs	\$ 2.20	\$ 42,248.80
Engineer Fees	\$ 2.20	\$ 42,248.80
General Conditions (general cleaning, final cleaning, temporary construction, trailers, winter weather, etc)	\$ 2.20	\$ 42,248.80
Soft Costs (marketing, finance, legal, develop) (estimate)	\$ 11.00	\$ 211,244.00
Total Costs	\$ 135.41	\$ 2,600,430.40
Triple Net Rents Required to Justify Above Costs		
7% Yield	\$ 9.48	
9% Yield	\$ 12.19	



# Cases

Grand Rapids



Before



After

Corktown Detroit



Downtown Lincoln Park

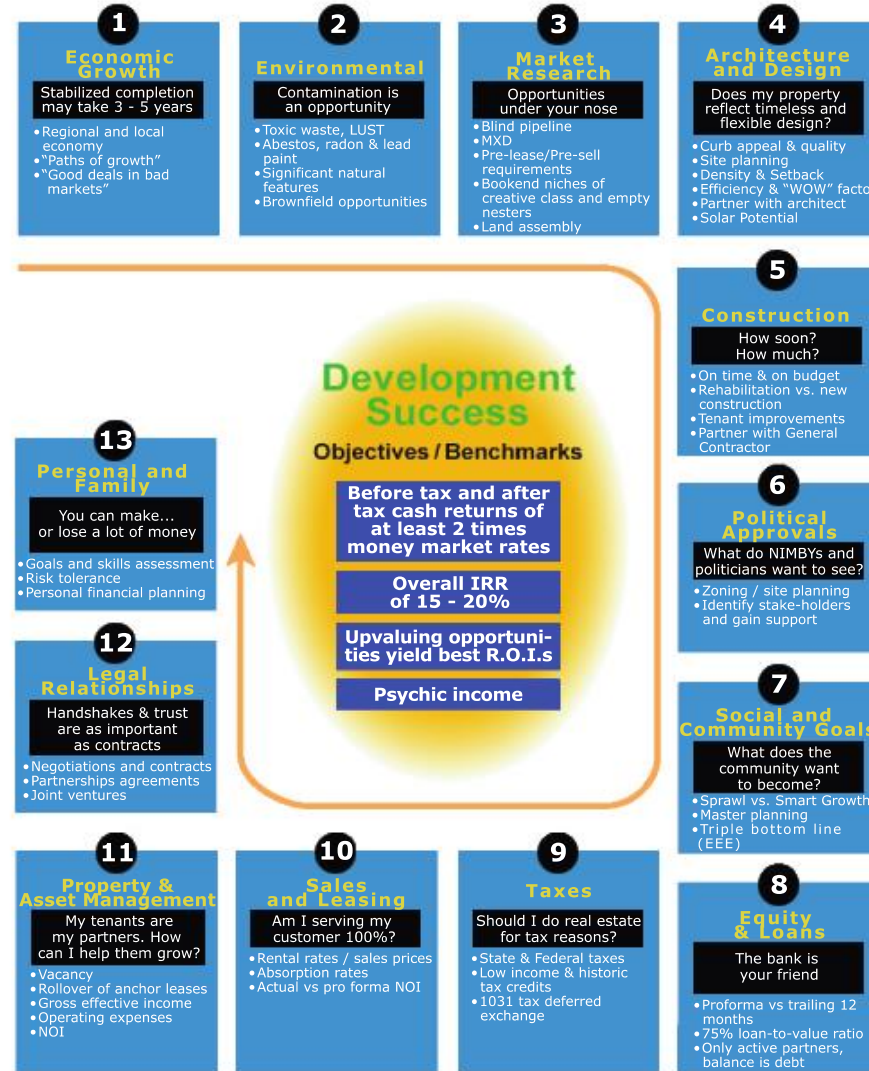


# Recommendations

- The zoning code must be changed
  - Investigate formation of a DDA
    - Sets the table for future development
    - Addresses business needs, different from residential
    - Creates funding opportunity for civic improvements
    - Risk in any restaurant deal, important to get strong tenants
      - Cooperate locally—build a scene, not a standalone businesses
      - Streetscape must be completely redone
      - Phase this Project to ensure future growth

# The Real Estate Development Feasibility Chart

The steps below represent the risks for the development of new or rehabilitated real estate.  
The order follows the steps required to properly conduct the feasibility process.



## **11 Rules Required for a Lively Downtown Connected to Walkable Neighborhoods**

- **Rule 1, Deep bench of nonprofit organizations with enlightened leadership**  
For example, Josie Parker & the [Ann Arbor Public Library](#)  
Cheryl Elliott & the Ann Arbor Community Foundation  
Old West Side Historic Assn  
4 downtown Merchant Associations, esp [Kerrytown & Zingerman's](#), [Kingsley Lane](#), [St Nick](#)
- **Rule 2, Committed Civic Entrepreneurs & Risk Taking Real Estate Developers**  
Cathi DuChon & the Ann Arbor Y, Elizabeth Dean Foundation for the Dean Promenade along Main St  
Michigan Theater: Russ Collins, Wieser, Berriz  
Hands On Museum: Yao and Mel Drumm ([New Science addition](#))  
Neutral Zone & McKinley Towne Center; Berriz et al  
Real estate developers who best implement the community blueprint: Ed Shaffran for historic rehab & DDA, and McKinley Towne Center ([New U of M Credit U](#))
- **Rule 3, Visionary City Government Creating pushing far-sighted master plans**  
DDA, City council (Calthorpe), Planning Commission  
Historic District Commission, Greenfield Advisory  
Density bonuses, Design Review, [South U devel](#) ([Pizza House](#), [Sotirop](#))
- **Rule 4, Expansive Multi Model Connectivity**  
4 new transit systems coming to A2: 1) faster Amtrak, 2) A2 to Detroit commuter, 3) A2/Campus trolley/connector, 4) new LINK  
Carbon Footprint, healthy bike and pedestrian alternatives,  
Walkscore and pedestrian priority; [Impact on Lowertown](#)
- **Rule 5, Connected Parks, Greenways and Natural Resources**  
Reconnect to the river with Allen Creek Greenway & B2B.  
Bringing back the creeksheds for function and aesthetics, [Greenbelt](#), [No Main](#)
- **Rule 6, Affordable Life Long Learning Opportunities**  
Building upon the local college campus  
Community college, university, libraries, public schools  
Adding magnet schools, rec and ed
- **Rule 7, Belief in local diversity as a core community value**  
In age, income, ethnicity, educational level  
Housing types: rental & for sale options for all
- **Rule 8, Form Based Code for downtown with high density mandated**  
Key elements: excite the sidewalk, retail at grade with big windows, MXD, TOD  
Parking behind and underground parking  
More Zipcar, mass transit, and walking  
Green architecture, LEED or Energy Star rated
- **Rule 9, Financial support for the Cultural Arts**  
1% for Art  
Ann Arbor Symphony with Mary Blaske,  
Ann Arbor Art Assn with Marsha Chamberlain  
Kerrytown Concert House under Deanna Relyea  
Michigan Theater with Russ Collins Ark with David Siglin successors,
- **Rule 10, Appreciation for a mix of unique local and national retailers**  
Necessary to excite the sidewalk: Best downtown streets?  
Mark's Carts!!  
Locals set authenticity, nationals set standards and hours
- **Rule 11, Role of public schools (Pres. Bollinger comment)**



